

ARIZONA STATE PARKS
AGENCY STRATEGIC PLAN 2010
GOALS AND OBJECTIVES
Adopted October 20, 2010

MISSION: Managing and conserving Arizona's natural, cultural and recreational resources for the benefit of the people, both in our parks and through our partners.

VISION: Arizona State Parks is indispensable to the economies, communities and environments of Arizona.

GOAL: Resources

To provide sustainable management of our natural, cultural, recreational, economic and human resources.

Objective A. By keeping all parks economically viable and open to the public.

Objective B. By standardizing and upgrading the information technology infrastructure.

Objective C. By efficiently processing grants, projects, paperwork and documents through the agency.

Objective D. By increasing each staff member's knowledge, skills and abilities through training opportunities.

Objective E. By providing agency staff with a stimulating, safe, and challenging work environment.

GOAL : Visitors

To provide safe, meaningful and unique experiences for our visitors, volunteers and citizens.

Objective A. By working with agency personnel to implement and update the master list of economically feasible facility upgrades that improve the visitor experience and increase revenue.

Objective B. By working with agency personnel to market events and improve the overall quality of existing events.

Objective C. By striving to operate the visitor interface component of the park system with a "cost neutral" budget where visitor revenue equals or exceeds direct visitor costs.

GOAL: Planning

To document our progress through planning, analysis and research.

Objective A. By collecting scientific and historical data on natural and cultural resources to better inform decision-making.

Objective B. By updating the long-term Capital Improvement Plan.

Objective C. By continuing to provide accurate, timely, and targeted agency reports on program management and analysis for internal and external use.

Objective D. By continuing to implement the Revised State Historic Preservation Plan.

GOAL: Partnerships

To build lasting public and private partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the agency.

Objective A. By continuing and expanding collaboration with federal, tribal, state, and local governments, non-governmental organizations (NGOs), concessionaires and private sector individuals whose objectives or duties are similar to State Parks.

Objective B. By implementing a community relations plan that addresses each park's unique location, program audience, and adjacent and thematic communities.

Objective C. By continuing partnership training on agency programs, planning and activities.

Objective D. By working with stakeholders to create and promote a strategy for sustainable agency funding.

GOAL : Communications

To effectively communicate with the public, policy makers, our partners, our peers and ourselves.

Objective A. By enhancing the marketing plan.

Objective B. By enhancing the public relations plan.

Objective C. By enhancing agency internal communications including electronic posting of information.